We claim:

1. A double stranded siRNA compound wherein one or both of said RNA strands are derivatized by DNP to form a poly-DNP-siRNA, where DNP denotes a 2'-O-(2,4-dinitrophenyl), wherein positions 3, 5 and 6 of said phenyl group have attached thereto R^2, R^4, and R^5, respectively, and wherein R^2, R^4, and R^5 are independently selected from the group consisting of H, halide, linear or branched alkyl, linear or branched acyl, linear or branched alkylene, linear or branched O-alkyl, linear or branched amido, linear or branched amido, linear or branched S-alkyl, mono or disubstituted amine, linear or branched thioamido, phosphothionate and phosphothioate.

2. The compound as set forth in claim 1, wherein R^2, R^4, and R^5 are hydrogen.

3. A method of increasing the stability or efficacy of a double stranded siRNA compound comprising

forming one or both of the native RNA strands as a homologous RNase-resistant RNA, to form a poly-DNP-siRNA, where DNP denotes a 2'-O-(2,4-dinitrophenyl) wherein positions 3, 5 and 6 of said phenyl group have attached thereto R^2, R^4, and R^5, respectively, and wherein R^2, R^4, and R^5 are independently selected from the group consisting of H, halide, linear or branched alkyl, linear or branched acyl, linear or branched alkylene, linear or branched O-alkyl, linear or branched amido, linear or branched S-alkyl, mono or disubstituted amine, linear or branched thioamido, phosphothionate and phosphothioate.

4. The method as set forth in claim 3, wherein R^2, R^4, and R^5 are each hydrogen.

5. A method of silencing a targeted gene comprising introducing into a cell containing the targeted gene a poly-DNP-siRNA, where DNP denotes a 2'-O-(2,4-dinitrophenyl), wherein positions 3, 5 and 6 of said phenyl group have attached thereto R^2, R^4, and R^5, respectively, and wherein R^2, R^4, and R^5 are independently selected from the group consisting of H, halide, linear or branched alkyl, linear or branched acyl, linear or branched alkylene, linear or branched O-alkyl, linear or branched amido, linear or branched amido, linear or branched S-alkyl, mono or disubstituted amine, linear or branched thioamido, phosphothionate and phosphothioate.

6. The method as set forth in claim 5, wherein R^2, R^4, and R^5 are hydrogen.

7. In a method for administering a double-stranded siRNA compound, the improvement comprising an siRNA compound, wherein one or both of said RNA strands are derivatized by DNP to form a poly-DNP-siRNA, where DNP denotes a 2'-O-(2,4-dinitrophenyl), wherein positions 3, 5 and 6 of said phenyl group have attached thereto R^2, R^4, and R^5, respectively, and wherein R^2, R^4, and R^5 are independently selected from the group consisting of H, halide, linear or branched alkyl, linear or branched acyl, linear or branched alkylene, linear or branched O-alkyl, linear or branched amido, linear or branched S-alkyl, mono or disubstituted amine, linear or branched thioamido, phosphothionate and phosphothioate.

8. The method as set forth in claim 7, wherein R^2, R^4, and R^5 are hydrogen.

9. The improvement of claim 7, wherein the oligoribonucleotide has a length of between 10 and 40 nucleotides.

10. The improvement of claim 7, wherein the oligoribonucleotide has a length of between 12 and 30 nucleotides.

11. The improvement of claim 7, wherein the oligoribonucleotide has a length of between 15 and 25 nucleotides.

12. The improvement of claim 8, wherein the oligoribonucleotide has a length of between 10 and 40 nucleotides.

13. The improvement of claim 8, wherein the oligoribonucleotide has a length of between 12 and 30 nucleotides.

14. The improvement of claim 8, wherein the oligoribonucleotide has a length of between 15 and 25 nucleotides.

15. In a therapeutic method for down-regulating gene expression using siRNA, the improvement comprising an siRNA compound, wherein one or both of said RNA strands

are derivatized by DNP to form a poly-DNP-siRNA, where DNP denotes a 2'-O-(2,4-dinitrophenyl), wherein positions 3, 5 and 6 of said phenyl group have attached thereto R^2, R^4, and R^5, respectively, and wherein R^2, R^4, and R^5 are independently selected from the group consisting of H, halide, linear or branched alkyl, linear or branched acyl, linear or branched alkylene, linear or branched O-alkyl, linear or branched amido, linear or branched S-alkyl, mono or disubstituted amine, linear or branched thioamido, phosphothionate and phosphothioate.

16. In the improvement of claim 15, wherein R^2, R^4, and R^5 are hydrogen.

17. In the improvement of claim 15, wherein the oligoribonucleotide has a length of between 10 and 40 nucleotides.

18. In the improvement of claim 15, wherein the oligoribonucleotide has a length of between 12 and 30 nucleotides.

19. In the improvement of claim 15, wherein the oligoribonucleotide has a length of between 15 and 25 nucleotides.

20. In the improvement of claim 16, wherein the oligoribonucleotide has a length of between 10 and 40 nucleotides.

21. In the improvement of claim 16, wherein the oligoribonucleotide has a length of between 12 and 30 nucleotides.

22. In the improvement of claim 16, wherein the oligoribonucleotide has a length of between 15 and 25 nucleotides.